Amendment to the Abstract:

The Abstract has been amended. A revised Abstract is attached.

ABSTRACT

A method for driving a liquid crystal display device in which a liquid crystal is driven in a matrix ~~manner by means of~~using a plurality of common electrodes and segment electrodes, ~~the common electrodes and segment electrodes being~~which are crossed oppositely ~~is provided~~. While common drive voltage waveforms ~~including a reset, select, hold and non-select voltage waveform~~ from each common electrode are sequentially applied to a cholesteric liquid crystal display device, segment electrode drive voltage waveforms ~~including an ON and OFF voltage waveform~~ from each segment electrode are applied to the device. ~~The common electrode drive voltage waveforms are formed so that there~~There is no period of time during which the same voltage is applied to all common electrodes at the same time in a period of time from the application of the hold voltage waveform to the first common electrode to the application of the reset voltage waveform to the last common electrodes, and ~~the segment electrode drive voltage waveforms are formed so that~~ there is a period of time during which the same voltage is applied to all segment electrodes at the same time.